

the courses

Introduction to the Principles of GDPR

COURSE CERTIFICATION:

GDPR Data Privacy Acknowledged Specialist.

TARGET AUDIENCE:

This course is targeted at all senior management, business owners, and members of staff who have access to any personal data of employees / customers / consumers / members / delegates (for events) during their day to day job.

COURSE OUTCOME:

An understanding of:

- the 7 principles of GDPR and how they apply to the specific organisation.
- the concept of personal data and the data subject rights as they apply under GDPR.
- the concept of Consent and how this is requested and managed.
- the accountability for compliance purposes for all organisations.
- the implications for GDPR in international markets.
- the steps that are required to undertake a Data Privacy Impact Assessment.
- how to adopt a Design for Data Privacy framework for their organisation's operation.
- the steps that are required to undertake a Data Privacy Impact Assessment.
- how to identify data breach and recognize a notifiable breach.
- the implications for GDPR in international markets.

Marketing in the Data Privacy Era

COURSE CERTIFICATION:

GDPR Data Privacy Marketing Specialist.

TARGET AUDIENCE:

This course is targeted at all marketing and communication personnel, sales and business development managers, plus membership teams, advertising and promotional agencies and personnel, business owners and anyone contemplating a marketing / sales and communications strategy.

COURSE OUTCOME:

The candidate will have an understanding of:

- the 7 principles of GDPR and how they apply to marketing and promotional /sales environments.
- the concept of personal data and the data subject rights.
- the concept of Consent and how this is requested and managed for marketing and communications, with Opt in and Opt out options.
- the accountability for compliance purposes, and how to develop marketing and sales communications within a Design for Data Privacy framework.
- the steps that are required to undertake a Data Privacy Impact Assessment.
- how to identify data breach and recognize a notifiable breach.
- the implications for GDPR in international markets.
- the concept of Legitimate Interest and its key elements and appropriate use.
- the limitations under GDPR for Data Capture and Purchase.
- how to draft and use Privacy Notices.

Data Breaches and How to Manage them

COURSE CERTIFICATION:

GDPR Breach Management Specialist

TARGET AUDIENCE:

Any IT manager or information security manager, Data Protection Officer or person responsible for data protection in an organisation, Ciso (Chief Information Security Officer) and team, business leaders and business owners, and board of directors.

COURSE OUTCOME:

The candidate will have an understanding of:

- the 7 principles of GDPR and how they apply to marketing and promotional / sales environments.
- the concept of personal data and the data subject rights.
- the steps that are required to undertake a Data Privacy Impact Assessment.
- how to identify data breach and recognize the different types of data breach.
- development of a Breach Policy.
- how to recognise that a Breach has occurred and how to respond as a Data Controller and / or a Data Processor.
- how to recognise when Notification of Breach is required

- to regulatory authority.
- to data subject.
- in more than one member state.
- the phases of notification and timing of the notification.
- where notification is not required.
- consequences of failure to notify.
- the categories of Data and what a notification must contain.
- An APMG international GCHQ certified training course. An APMG GCHQ certified exam is available with this course.

RISK

- Factors to consider
- Assessing risk
- Mitigating risk

OTHER STEPS TO TAKE

- Documenting breach
- Investigating different types of breach
- Detection
- Analyse
- Evidence
- Eradicate
- Recover



FOR MORE INFORMATION:

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